

### Claims

1. (Currently Amended) A method of enabling at least one user to manage a plurality of animals from birth to death, said method comprising:

one or more computers electronically detecting one or more animals of said plurality of animals, wherein said plurality of animals is managed according to a genetic improvement strategy developed by said one or more computers based on at least one genetic rule in a genetic rule database;

said one or more computers electronically identifying one or more detected animals of said plurality of animals;

said one or more computers collecting information on said plurality of animals in a database, wherein at least a portion of said ~~collection~~ collecting occurs automatically based, at least in part, on said electronic detection; and

said one or more computers, based on at least a portion of said collected information, providing to said user an indication that a compliance enforcement system has determined that said electronically identified one or more detected animals satisfy a genetic requirement of a livestock marketing program.

processing at least a portion of said collected information;

providing access to said collected and said processed information in said database, said user managing said plurality of animals based, at least in part, on said accessed data; and

providing at least a portion of said collected information to one or more components configured to perform benchmarking of the provided information.

2. (Currently Amended) The method of claim 1 further comprising:

said one or more computers providing a second user of ~~said at least one user~~ with access to said collected ~~and said processed~~ information in said database when said second user purchases one or more of said plurality of animals.

3. (Previously Presented) A system of enabling at least one user to manage a plurality of animals from birth to death, said system comprising:

~~a server;~~

~~a plurality of one or more computers coupled to said server;~~

~~a central database coupled to said server;~~ and

a plurality of electronic devices coupled to at least one of said ~~plurality of one or more~~ computers, wherein said electronic devices ~~that~~ are capable of detecting and identifying at least some of said plurality of animals;

wherein ~~said server is~~ said one or more computers are configured to:

electronically detect one or more animals of said plurality of animals, wherein said plurality of animals is managed according to a genetic improvement strategy developed by said one or more computers based on at least one genetic rule in a genetic rule database;

electronically identify one or more animals of said plurality of detected animals;

collect information on said plurality of animals ~~in said database~~, wherein at least a portion of said collection occurs automatically based, at least in part, on said electronic detection; and

based on at least a portion of said collected information, provide to said user an indication that a compliance enforcement system has determined that said electronically identified one or more detected animals satisfy a genetic requirement of a livestock marketing program.

~~process at least a portion of said collected information;~~

~~provide access to said collected and said processed information in said database, said user managing said plurality of animals based, at least in part, on said accessed data; and~~

~~provide to said user benchmarking data based on at least a portion of said collected information.~~

4. (Currently Amended) The system of claim 3, wherein said ~~server is~~ one or more computers are further configured to:

~~provide a second user of said at least one user with access to said collected and said processed information in said database when said second user purchases~~ one or more of said plurality of animals.

5.-40. (Canceled)

41. (Currently Amended) A method of enabling at least one user to track at least one individual animal out of a plurality of animals from birth to death, said method comprising:

one or more computers electronically detecting an said individual animal, wherein said plurality of animals is managed according to a genetic improvement strategy developed by said one or more computers based on at least one genetic rule in a genetic rule database to be tracked;

said one or more computers electronically identifying said detected animal;

said one or more computers operating a plurality of sensing devices to collect information on said detected animal;

said one or more computers storing said collected information in a central database; and

said one or more computers providing said user with ~~access to said collected information in said database~~ an indication that a compliance enforcement system has determined that said detected animal satisfies a genetic requirement of a livestock marketing program; and

~~said one or more computers providing at least a portion of the collected information to one or more components configured to perform benchmarking based on the provided information.~~

42. (Currently Amended) The method of claim 41 further comprising:

said one or more computers providing a buyer with access to said collected information in said central database when said buyer purchases said plurality of animals.

43. (Original) The method of claim 41, wherein said operating a plurality of sensing devices comprises:

operating an ultrasound device.

44. (Original) The method of claim 41, wherein said operating a plurality of sensing devices comprises:

operating an image capturing device.

45. (Original) The method of claim 41, wherein said operating a plurality of sensing devices comprises:

operating a weighing device.

46. (Original) The method of claim 41, wherein said operating a plurality of sensing devices comprises:

operating a temperature sensing device.

47. (Original) The method of claim 41, wherein said operating a plurality of sensing devices comprises:

operating a height sensing device.

48. (Original) The method of claim 41, wherein said operating a plurality of sensing devices is performed automatically.

49. (Currently Amended) The method of claim 41 further comprising:  
said one or more computers processing at least a portion of said collected information.

50. (Currently Amended) The method of claim 49 further comprising:  
said one or more computers predicting future trends based, at least in part, on said collected information.

51. (Currently Amended) The method of claim 49 further comprising:

said one or more computers providing said user with an assessment of a livestock operation based, at least in part, on said collected information.

52. (Canceled)

53. (Currently Amended) The system of claim 3, wherein said ~~server is~~ one or more

computers are further configured to:

provide a buyer with access to said collected information ~~in said database~~ when said buyer purchases said plurality of animals.

54. (Currently Amended) The system of claim 3, wherein said ~~server is~~ one or more

computers are further configured to:

operate an ultrasound device.

55. (Currently Amended) The system of claim 3, wherein said ~~server is~~ one or more

computers are further configured to:

operate an image capturing device.

56.-214. (Canceled)

215. (Currently Amended) A method of enabling a user to manage a plurality of animals, said method comprising:

~~one or more computers receiving enabling a plurality of consumers to enter attributes relating to~~ for an individual animal of said plurality of animals, wherein said plurality of animals is managed according to a genetic improvement strategy developed by said one or more computers based on at least one genetic rule in a genetic rule database;

~~the one or more computers~~ collecting said entered attributes in a central database;

~~analyzing said collected attributes using a software system to generate an analysis;~~

~~the one or more computers, based at least in part on the collected attributes, providing said user with access to said an analysis indicating that said individual animal satisfies a genetic requirement of a livestock marketing program; said user managing said plurality of animals based at least in part on said analysis; and~~

presenting said user with a plurality of product alternatives based, at least in part, on said analysis; ~~and~~

~~said collecting comprising collecting marketing information related to said animal product; and providing at least a portion of said collected attributes to one or more components configured to perform benchmarking based the provided collected attributes.~~

216.-217. (Canceled)

218. (Original) The method of claim 215, wherein said product alternatives include discontinuing said product.

219.-222. (Canceled)

223. (Currently Amended) A method of enabling a first user to manage information relating to a plurality of animals, said method comprising:

one or more computers receiving a first communication from said first user, said communication requesting entry of animal attribute information into a central database, wherein said animal attribute information describes at least one of said plurality of animals, wherein said plurality of animals is managed according to a genetic improvement strategy developed based on at least one genetic rule in a genetic rule database, and wherein said animal attribute information comprises a compliance indication that a compliance enforcement system has determined that said plurality of animals satisfy a genetic requirement of a livestock marketing program;

in response to said first communication, said one or more computers assigning an access indicator to said animal attribute information;

said one or more computers entering said information ~~into~~ in said central database;

said one or more computers receiving a second communication from a second user having an access code which requests information in said central database;

in response to said second communication, said one or more computers determining which access indicator from a plurality of access indicators is associated with said requested information;

said one or more computers limiting ~~the~~ a quantity of requested information to be provided to said second user based on said associated access indicator and said access code of said second user;



said one or more computers providing at least a portion of the requested information to a component configured to generate benchmarking information; ~~and~~

said one or more computers automatically communicating ~~inputted~~ said requested information and said compliance indication to said second user.

224. (Currently Amended) The method of claim 223, wherein said indicator is selected from ~~the a group consisting of~~ comprising private and privileged.

225. (Currently Amended) The method of claim 223 further comprising:  
said one or more computers allowing said first user to receive a notification when said entered information has been entered into said central database.

226. (Canceled)

227. (Currently Amended) The method of claim 223 further comprising:  
said one or more computers allowing said first user to select a portion of said ~~inputted~~ animal attribute information to communicate to said second user.

228. (Currently Amended) The method of claim 223 further comprising:  
said one or more computers providing said second user with a software component configured to view a report for at least a portion of said requested information.

229.-234. (Canceled)

235. (Currently Amended) The method of claim 1, further comprising said one or more computers generating a medical database record for at least one animal of said plurality of animals, wherein the medical database record comprises a description of an illness with which the at least one animal has been diagnosed.

236. (Currently Amended) The method of claim 1, further comprising said one or more computers generating a medical database record for at least one animal of said plurality of animals, wherein the medical database record comprises a description of a medication prescribed for the at least one animal.

237. (Canceled)

238. (Canceled)

239. (Currently Amended) The method of claim 1, further comprising said one or more computers sorting said plurality of animals based on one or more animal characteristics.

240. (Currently Amended) The method of claim 1, wherein ~~at least one of~~ said collected information ~~and said processed information~~ comprises genetic information.

241. (Previously Presented) The system of claim 3, further comprising an environmental management system.

242. (Currently Amended) The system of claim 3, wherein the ~~server is~~ said one or more computers are further configured to provide access to a risk management tool.

243. (Currently Amended) One or more computer-readable media comprising instructions configured to cause a ~~computer~~ one or more computers to execute a method, the method comprising:

said one or more computers electronically detecting one or more animals of a plurality of animals, wherein said plurality of animals is managed according to a genetic improvement strategy developed by said one or more computers based on at least one genetic rule in a genetic rule database;

said one or more computers electronically identifying one or more detected animals of said plurality of animals;

said one or more computers collecting information on said plurality of animals in a database, wherein at least a portion of said ~~collection~~ collecting occurs automatically based, at least in part, on said electronic detection; and

said one or more computers, based on at least a portion of said collected information, providing to said user an indication that a compliance enforcement system has determined that said electronically identified one or more detected animals satisfy a genetic requirement of a livestock marketing program.

processing at least a portion of said collected information;

~~providing access to said collected and said processed information in said database, said user managing said plurality of animals based, at least in part, on said accessed data; and providing at least a portion of said collected information to one or more components configured to perform benchmarking of the provided information.~~